

# MINUTES

## REGULAR MEETING OF CITY OF ALAMEDA FILM COMMISSION WEDNESDAY, JUNE 21, 2006 3:00 PM

### 1. **Call to Order/Roll Call**

The meeting was called to order at 3:05 p.m.

Present: Commission Members: Bliss, Collins-Levi, Copperwaite, Dorrance, Duffin, Gray, Green, Grey, Lowell, Ratto, and Tabor.

Absent: None

Staff: Commission Secretary: Sue G. Russell

Commission Acting Recording Secretary: Susie Brown

Other Development Services staff in attendance: Leslie Little, Development Services Director; Dorene Soto, Manager, Business Development Division; and Bruce Knopf, Redevelopment Manager.

### 2. **Welcome**

Ms. Little introduced herself to the members and welcomed them to this Commission. Little suggested adding the Commission to the retail e-letter.

### 3. **Introduction of Members – Member Mini-Bios**

Ms. Russell introduced the other staff members present. The Commission went around the dais and introduced themselves, along with providing a brief bio. David Hillstrom from Infolane, the City's website contractor, was introduced and took pictures of the meeting.

### 4. **Members' Term Length Determinations**

Term lengths of either one or two years were determined by lottery:

Two-Year Terms: Dorrance, Grey, Lowell, and Tabor;

One-Year Terms: Copperwaite, Duffin, Gray, and Green.

Ex-Officio seats designated for the Alameda Chamber of Commerce (Bliss), Park Street Business Association (Ratto) and West Alameda Business Association (Collins-Levi) do not have fixed terms.

### 5. **Nomination of Officers – Chair and Vice Chair**

Motion (Ratto) and seconded to nominate Duffin as Chair. There were no further nominations for Chair. Motion (Duffin) and seconded to nominate Bliss for Vice Chair. Motion (Ratto) and seconded to nominate Green as Vice Chair.

**6. Election of Officers**

Duffin was elected unanimously as Chair. Duffin accepted the Chair position. A secret ballot for Vice Chair was held with Green determined as the winner. Green accepted the Vice Chair position.

**7. 2006 Meeting Schedule**

There was a brief discussion with staff and the Commission regarding special meetings and adhering to the quarterly meeting schedule. Motion (Duffin), seconded and unanimous to accept the quarterly meeting schedule. Motion (Grey) seconded and unanimous to schedule a Special Meeting on July 19. Ms. Russell requested that the Commission Members contact her regarding their date and time availability.

**8. Draft Rules and Procedures**

Motion (Duffin), seconded and unanimous to adopt the Draft Rules and Procedures as recommended by staff.

**9. Open Meeting Rules/Brown Act**

This item was taken out of order (following Election of Officers). City Attorney Terri Highsmith provided an overview of public meeting rules and the Brown Act. While the City Attorney made many points, she stressed that as long as meetings were kept to five members or less (i.e., less than a quorum of the Film Commission), then the open meeting rules would not be violated.

**10. City Commission Rules and Procedures**

The Commission asked what the difference was between a Commission and a Committee. Staff explained the Commission's role as advisory to Council via recommendation, and further explained the Development Services' role in working with other City departments.

**11. Draft First Year Plan**

Discussed regarding a plan for website construction and maintenance, key contacts, business marketing (types of businesses), representation, and first impressions. It was decided that once the Subcommittees meet, this item would be addressed at a future meeting.

(4:55 p.m.) Ms. Soto directed the Commission to decide whether they would like to continue this meeting and take action or to continue anything pending to a future meeting. The Chair asked to extend this meeting to 5:30 p.m. Motion (Dorrance), seconded and unanimous to extend the meeting to 5:30 p.m.

**12. Draft Committees**

Staff suggested the following categories for subcommittees; marketing, locations and internal operations. Subcommittee appointments were made as follows:

**13. Staff Updates**

The Commission Members went around the dais with comments regarding the first meeting. Staff commented that at future

<b>MARKETING</b>	<b>LOCATIONS</b>	<b>INTERNAL OPERATIONS</b>
Bliss	Copperwaite	Collins-Levi
Copperwaite	Duffin	Duffin
Dorrance	Grey	Green
Duffin	Lowell	Ratto
Gray	Tabor	Tabor

Commission meetings, statistical information (number of permits issued, number of location requests, etc.) would be provided.

**14. General Public Comment**

This Item was taken out of order (following Draft First Year Plan). Casey Fenton, a teacher from Alameda High School, approached the Commission with the idea that his classes offer youth film experience, and should this Commission be interested in possibly connecting youth to a wider industry, or as interns, he would be happy to be involved in the process. He stated the importance of building connections in this industry and building his students portfolios. Commission Member Copperwaite expressed great interest in teaching or working with teens, and Commission Member Gray expressed interest in connecting with a youth coalition.

**15. Adjournment**

The meeting was unanimously adjourned at 5:30 p.m.

Respectfully submitted,

Sue G. Russell  
Film Liaison/Development Coordinator

SGR:rv